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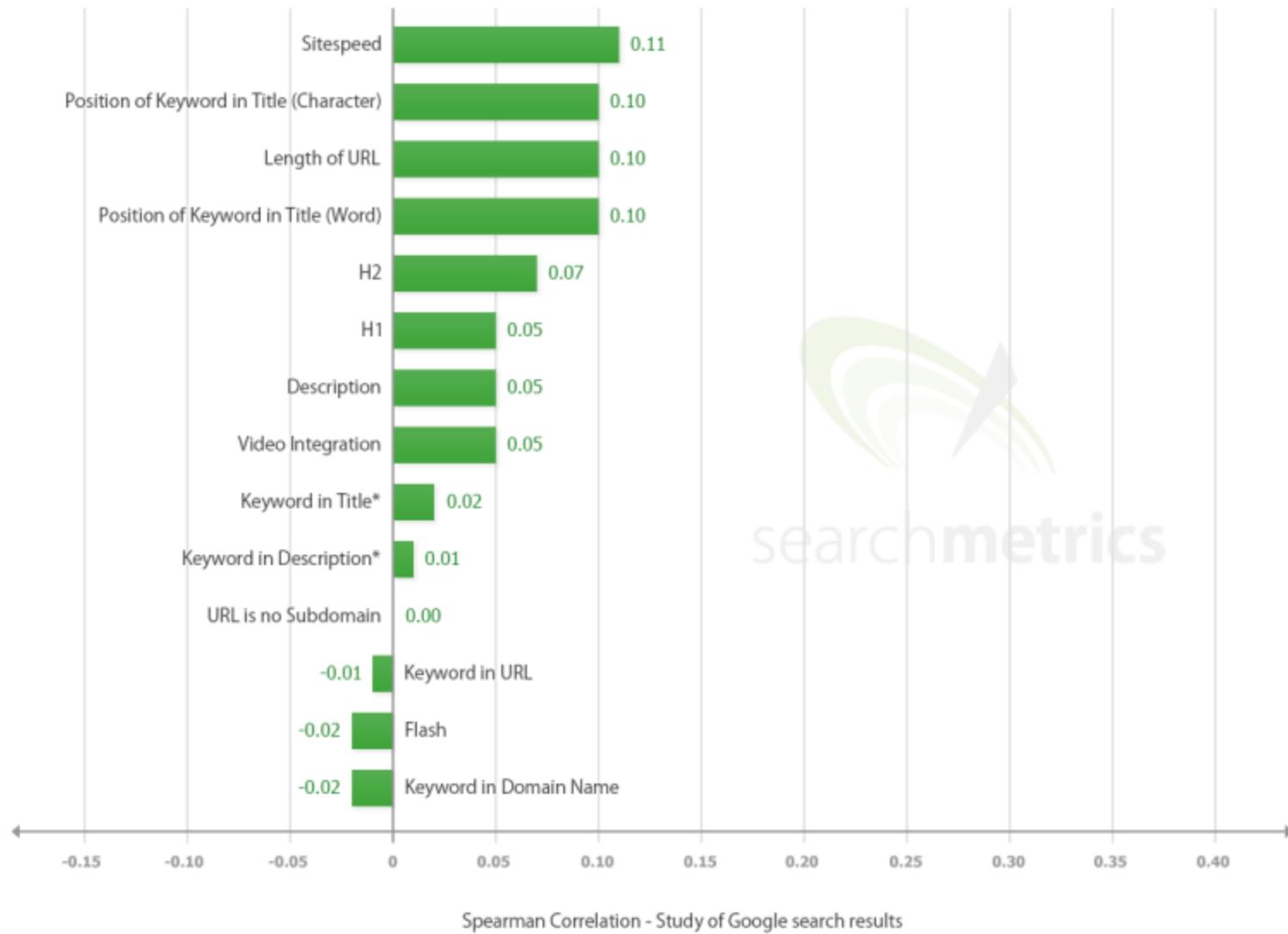
Best Places To Work #CLT



@DiscoverForums

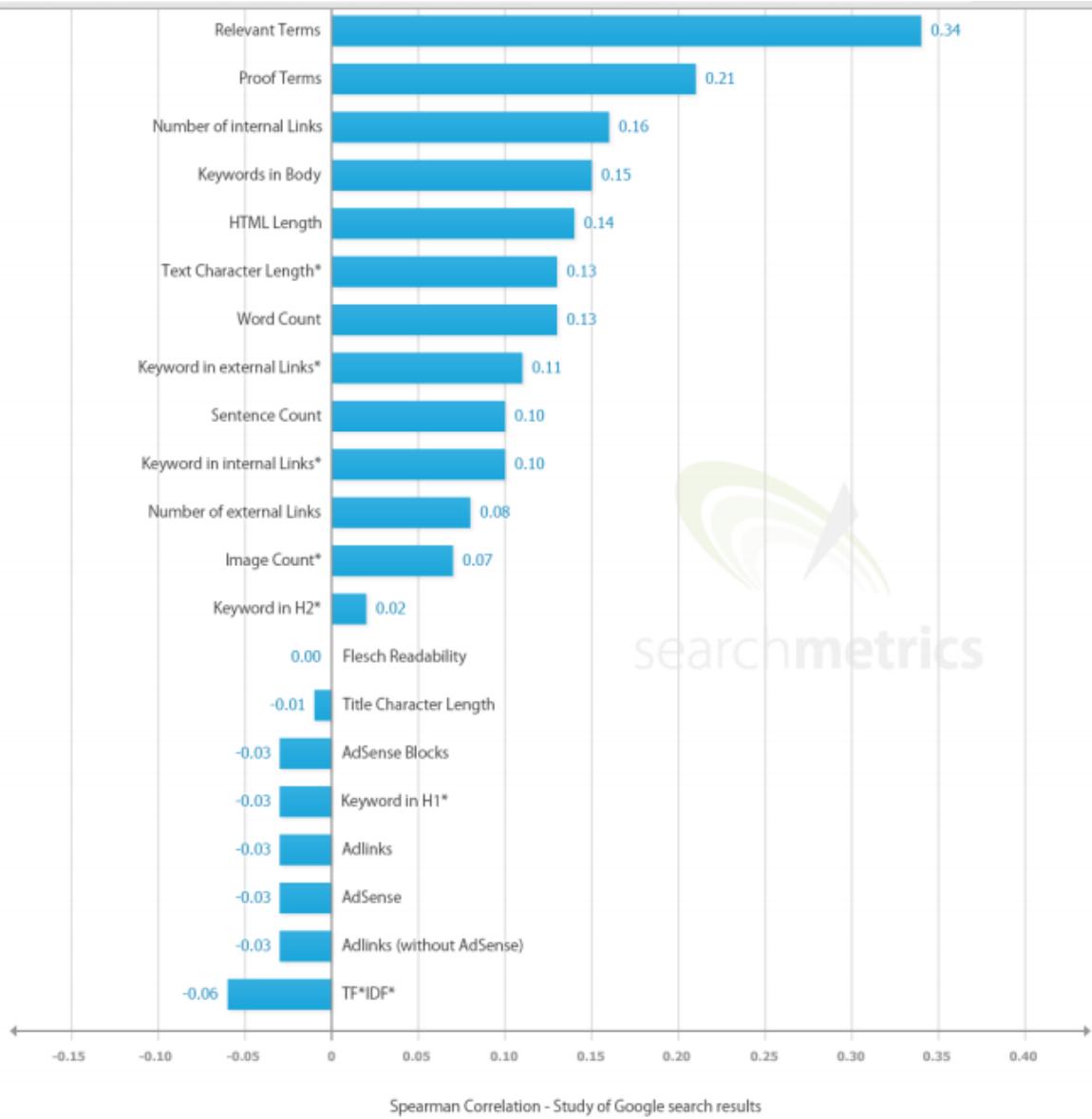
Website SEO Audit

- On-Page Technology
- On-Page Content
- Backlinks
- Social Signals
- Brand Factor
- Traffic Signals



*Calculation modified

Figure 2: Correlations - Onpage Technology 2014

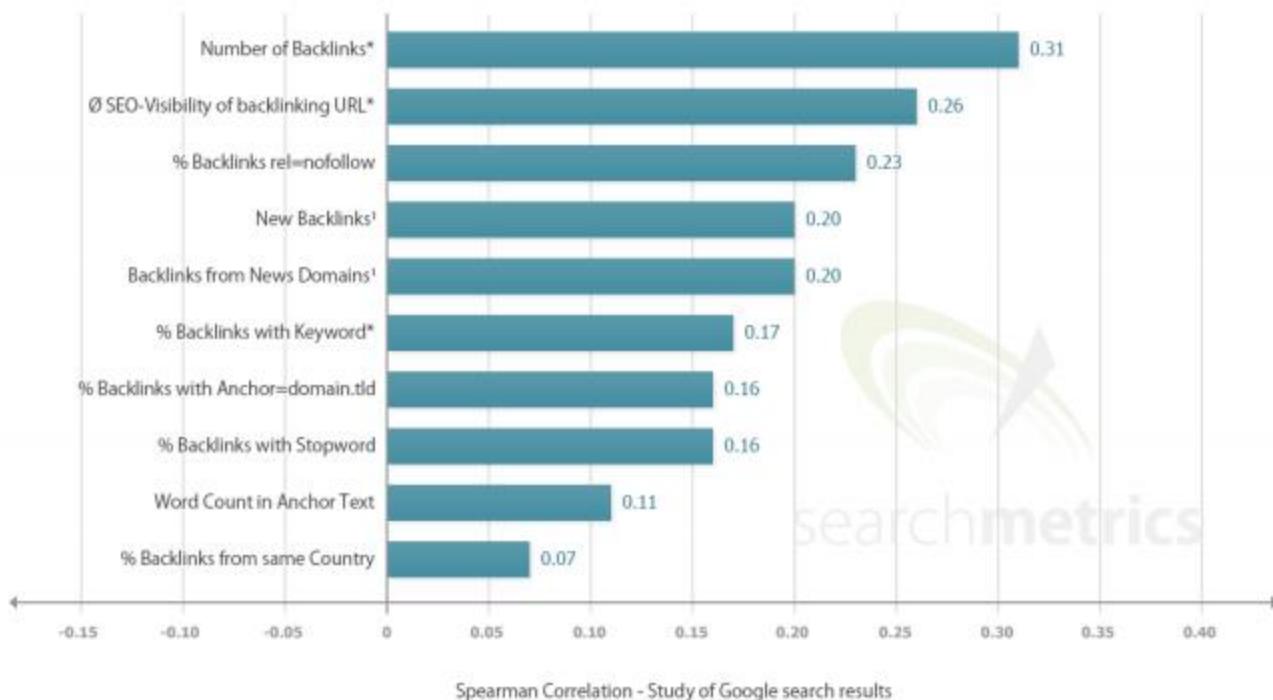


*Calculation modified

Figure 15: Correlations - Onpage Content 2014



Figure 25: Correlations - content quality 2012/2013/2014



*Calculation modified 1) ...to Homepage

Figure 40: Correlations - backlinks 2014

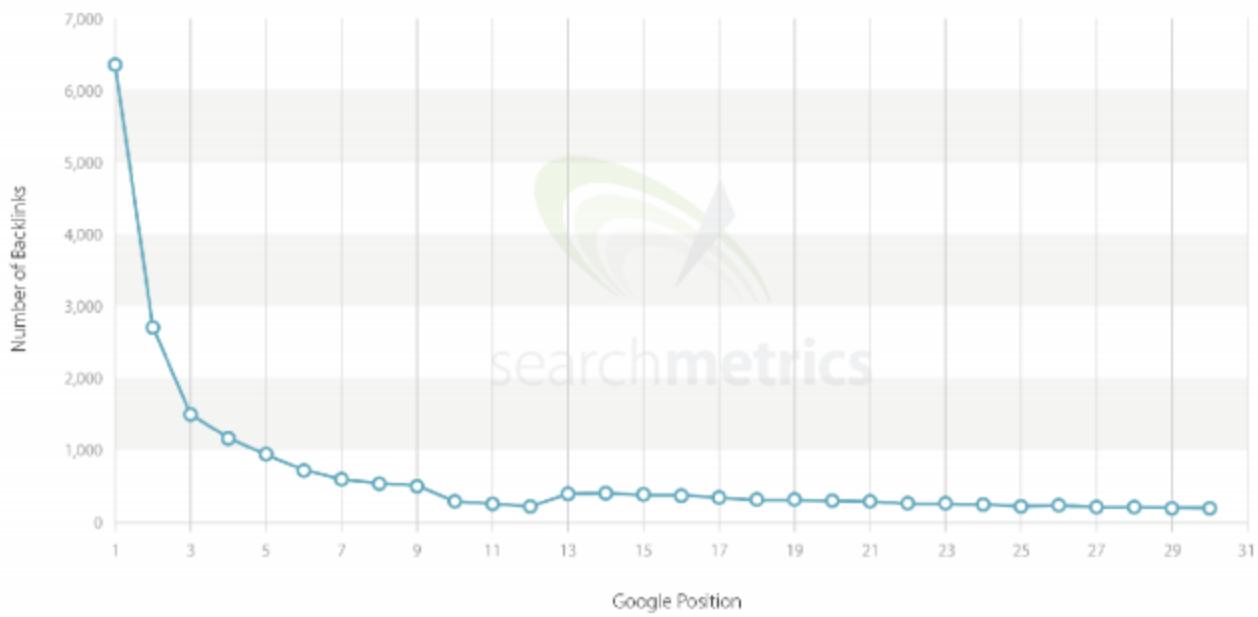


Figure 43: Average ranking - number of backlinks

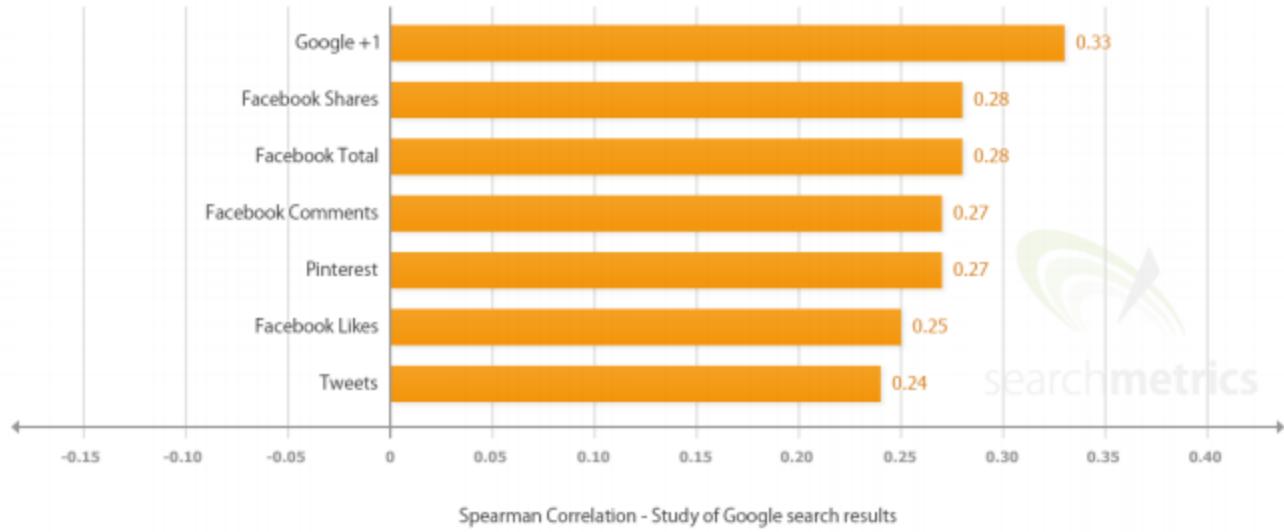


Figure 61: Correlations - Social signals 2014

Website SEO Audit

On-Site

- Title/Meta
- Site Speed
- Headings
- Unique Content
- Site Architecture
- Internal Linking

Off-Site

- Backlink Profile
- Domain Authority
- Google/Bing WMT
- Social Media Accounts
- Local Reviews
- Content